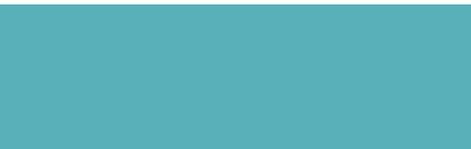


PROVIDING WORLD-CLASS CUSTOMER SERVICE

Ginny Booton
Texas Department of Motor Vehicles

THE CUSTOMER SERVICE *EXPERIENCE*

is where it starts and ends



PETER DRUCKER WISDOM



Quality in a service or product is not what you put into it.

It is what the client or customer gets out of it.

REALITY #1

We may have staff that do not always provide world-class customer service



Providing great customer service is not easy.

It is even harder to find those who can.

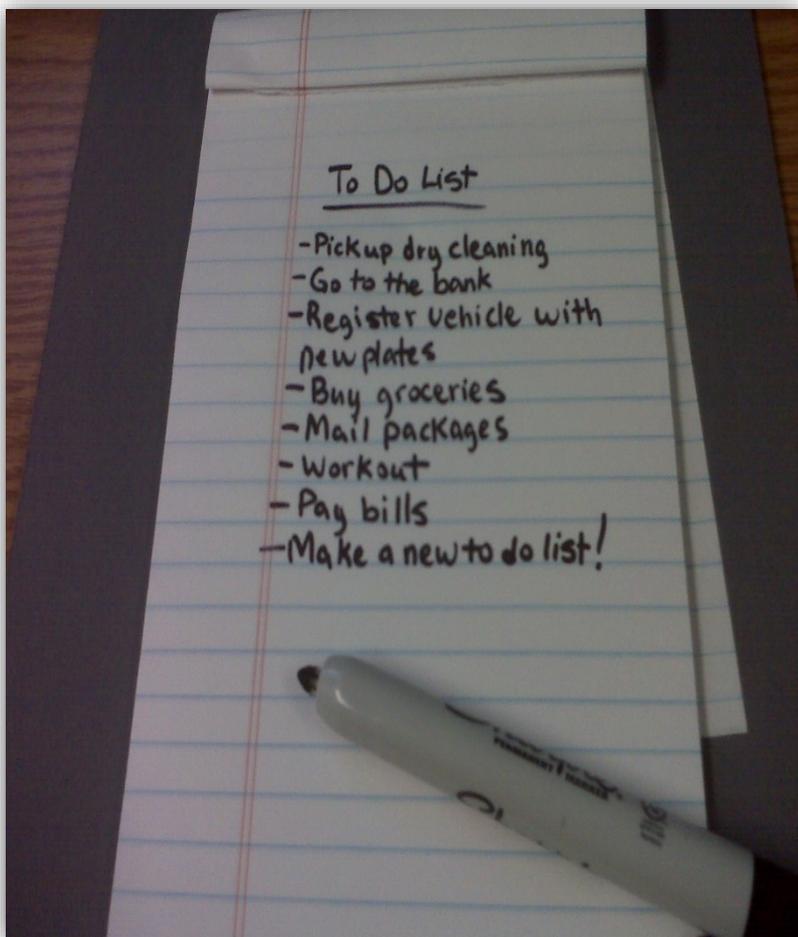
People aren't a company's most valuable asset. The 'right' people are a company's most valuable asset.

Jim Collins
Good to Great

REALITY #2

The customer is not coming in to have a friendly cup of coffee





- Angry customers are showing signs of fear and frustration
- They feel trapped and that things are out of their control
- This is natural when they have a long list of "to do's" and we are one of them
- When they contact us, they can feel as though they are having to take on the "government"

...and the "government" is **US**

Reality #3

Some
things
are out
of our
control



THE BIG REALITY



WHAT YOUR CUSTOMERS ARE
EXPECTING WHEN THEY ARE UPSET...

is a fight they plan to win

THE PERFECT STORM =

An employee that reacts to the emotions and poor temperament of the customer



A customer getting exactly what they were expecting

HOW TO MOVE

From this



To this





**BY FOCUSING ON THE
EXPERIENCE**

THE CUSTOMER SERVICE *EXPERIENCE*

Effects the reputation and the image of your organization

- The customer service provided will directly correlate to the level of trust and confidence the public will have in you and your organization
- That trust and confidence is based on the TOTAL experience - meaning, how they felt about their interaction with your team

SAME WHEEL...DIFFERENT DAY

If our staff aren't prepared to deliver exceptional service or they are burned out, then we can expect problems





CUSTOMER SERVICE EXPECTATIONS TODAY

We want better service, but we go in expecting not to get it.

WORLD CLASS CUSTOMER SERVICE



Means moving from a
“Customer Service” culture
to a

“Serving the Customer” culture

HEART to HEART



We have to connect with the hearts of the staff first so they may connect with the hearts of the customers

This may seem soft, but successful leaders agree, it is the most important and hardest part of leadership

IT ALL STARTS AT THE TOP

Customer Service: Begin With the End in Mind



BUILD THE CULTURE

1. Vision

Have a clear vision



Vision is WHERE you want to be.

It's your target.

If you don't have a vision for your staff, how will they know what the target is?

Ensure your team knows
your vision and
understands it

Tie their performance
plan to the vision



When you align your staff with your vision, you begin to row in the same direction and the supportive culture is formed.

Align

**NOW, POST IT. LIVE IT.
TALK, EAT AND BREATHE IT.**



2. Teach



Teach your staff the behavior you want.

Role model it.



Ensure staff know what is not negotiable - for me, it is all about QUALITY.

Making every effort to take care of the customer and ensuring they are well served, is not negotiable.

Set expectations

3. Hire Right



Recognize not everyone will be an expert in customer service. It is important to find those who have a heart for serving and helping others.

They've got to have passion!

If you own a butcher shop, you wouldn't hire a vegetarian.

4. Create Esprit de corps



es·prit de corps

/e, sprē də 'kôr/

noun

a feeling of pride, fellowship, and common loyalty shared by the members of a particular group.

5. Invest

Ensure your staff are provided the tools they need to be successful for you.

Invest in them with professional development and meaningful evaluations and goals.

6. Reward

Don't miss opportunities to reinforce what you want to continue seeing

You determine how
your staff should be
representing you.

YOUR STAFF ARE YOUR AMBASSADORS

7. Accountability

Trust them to do
the right thing
and hold them
accountable.

It is Key to Exceptional Service



If you don't hold them accountable, you hurt your team, your reputation, and your customers.

8. Empower

Employees are individual owners of the team they are on and owe it to their mates to be a reliable part of a World Class Team.

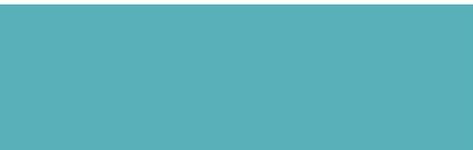
Empower staff to have a sense of ownership

They “own”:

- the service they are providing
- the quality of their work
- their contributions to their team

Empower them to problem solve when issues occur and put in the steps to prevent recurrence

BE WORLD CLASS



IT TAKES A TEAM

TEAMWORK
1 + 1 = 3

- Value creative problem solving
- Value differences and unique contributions
- Value collaboration
- Value “we” thinking

REMEMBER THE PRIORITIES

It's the personal interaction surrounding the experience they take away with them.



TALK TO THE HEART



Talk to the customer's heart before their mind

- Make customers feel valued and not just a number
- Use their name as much as possible
- Be an active listener - turn your ears on and your lips off
- Don't interrupt
- Ask questions for clarification
- Make them feel understood even if they are wrong



- Write down what they are saying - especially useful with someone swearing
- Paraphrase back
- Calm them with “yes” head nodding
- Apologize and let them know you will help them...the quicker the better but RIGHT is best

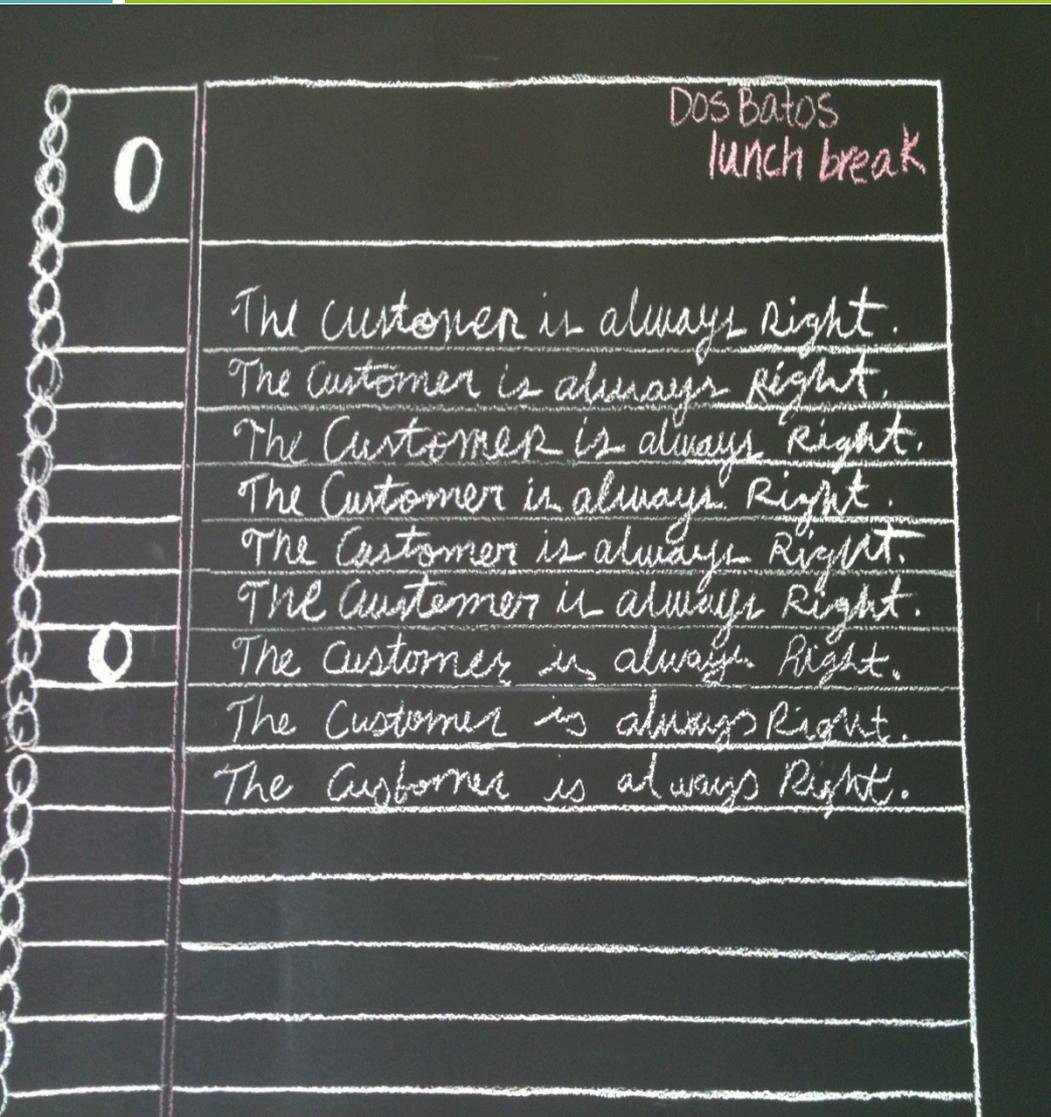
MAKE IT POSITIVE

GIVE THE
CUSTOMERS
THE SERVICE
THEY DON'T
EXPECT

Treat each customer as though they were your mom, dad, sister, brother, grandparent.

By making it a personal connection, it helps to “refocus”

We know the customer is not always right.



When the customer thinks they are, focusing on the experience will make the difference for the customer and the employee.

HAVE A LIFELINE



Establish
an
escalation
team for
the front
line staff

To assist with the more difficult customer or ones with serious issues that take time

- This keeps your line moving
- The customer will feel valued
- The team culture is reinforced

CELEBRATE

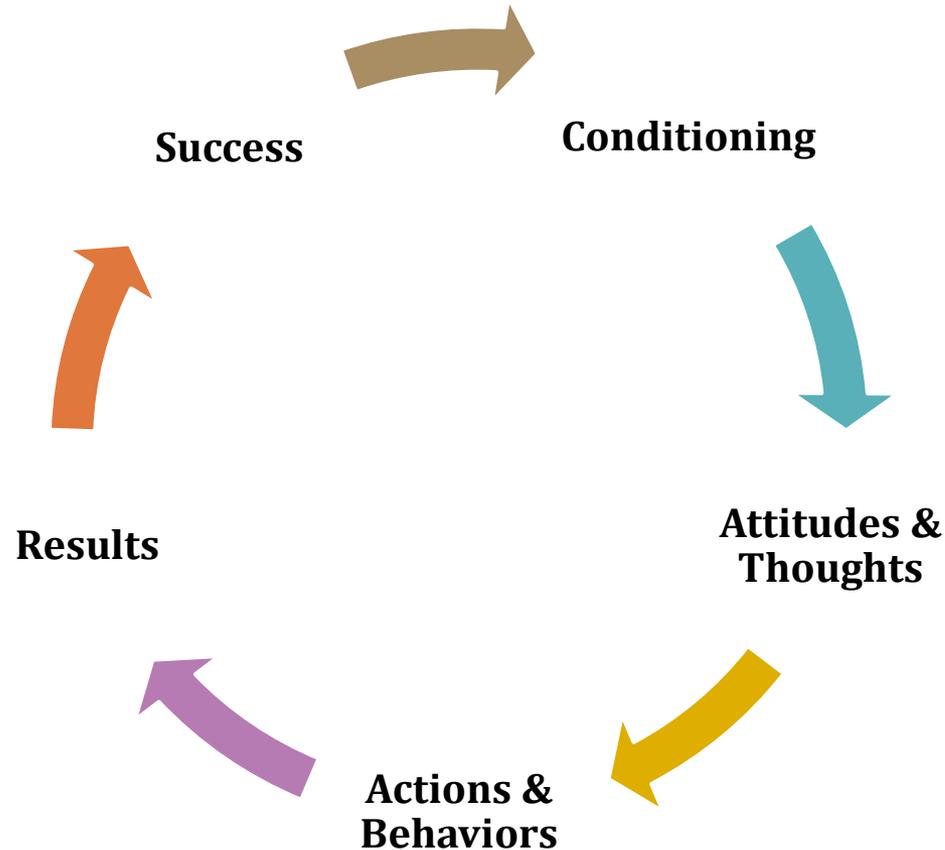


Reward
success and
celebrate
your staff for
being
exceptional

Let staff design a
rewards based
program that
focuses on
customer driven
enhancements

CHANGE FOR SUCCESS

You can either **change the way you think and behave** to get a different result, or you must settle for the results you are getting, based on the way you think and behaving



Recognize it. Reinforce. Reward.



These are steps in establishing a customer centric organization that will provide World Class Customer Service if you reinforce it at every opportunity along the way.

WORLD CLASS EXAMPLE



“Dear customer: I may not have the
answer, but I’ll find it.”

I may not have the time, but I’ll make it.”



**One of the deep secrets of life is that all that is
really worth doing is what we do for others**

– Lewis Carroll